



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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Korea, Republic of

Promotion Opportunities Report - March 2000

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Report Highlights:

1. Great American Food Show 2000 from March 14 - 16, 2000

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Seoul ATO [KS2], KS

“The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.”

Section I. Trade Shows

1. THE GREAT AMERICAN FOOD SHOW! 2000 - ATO Seoul is going to hold The Great American Food Show! 2000 from March 14 - 16, 2000 at the Grand Celadon Ballroom in Hotel Inter-Continental Seoul. For detailed information please contact: Tel: 82-2-397- 4637 / Fax: 82-2-720-7921

Section II. Retail In-Store Promotions

N/A

Section III. Hotel, Restaurant, Institutional (HRI) Food Service Promotions

N/A

Section IV. Other Promotional Activities (e.g. product seminars, catalog shows, sales missions)

1. Korean Seafood Buying Mission to West Coast. ATO Seoul is organizing the Korean Seafood Buying Mission to the west coast of the United States. The Mission will be composed of 8 -10 Korean buyers and is scheduled for May, 2000.
2. NASDA/FMI show will be held on May 7-9, 2000 in Chicago. ATO Seoul is recruiting the Korean buyers to attend the show. Last year, one hundred sixty nine buyers attended the show.
3. The National Restaurant Association (NRA) show scheduled for May 20 - 23, 2000 in Chicago. ATO Seoul is recruiting Korean buyers to attend the show.

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